MERI LiFE
MERA SWACHH SHEHAR
#RRR4LiFE
MAY–JUNE 2023
This word is LiFE, which means ‘LiFESTyle For Environment’. Today, there is a need for all of us to come together and take LiFESTyle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.

- SHRI NARENDRA MODI
Prime Minister at COP26
Reducing, reusing and recycling waste or the principle of 3Rs is a popular concept among citizens who are now driving the zero-waste ecosystem. Recyclers, Self Help Groups, entrepreneurs are not just contributing to a circular economy by recycling waste and innovating a host of products, but also joining forces to create a sustainable urban India. In the fight against climate change, it is imperative to adopt 3Rs in our lifestyle.
Honourable Prime Minister Shri Narendra Modi’s Mission LiFE (Lifestyle for Environment) further nudges individual and collective action towards the same. Mission LiFE aims to protect and preserve the environment and bring about a pro-planet behavioural change that can be instilled through individual action in day-to-day life.

Exhibition LiFE on Word Environment Day

DST- National Mission for Sustaining the Himalayan Ecosystem Phase-II Project at Wildlife Institute of India takes actions- paper bag distribution Under Mission LiFE

NCSCM scuba divers undertook a sea floor clean-up and awareness drive at the coral reefs of Agatti Island, Lakshadweep
On 15th May 2023, Union Minister Shri Hardeep Singh Puri launched Meri LiFE, Mera Swachh Shehar campaign in collaboration with Ministry of Environment, Forest and Climate Change. The 3-week initiative not only strengthened the resolve of Swachh Bharat Mission-Urban 2.0’s resolve to reduce, reuse and recycle waste but also aligned with LiFE Mission’s objective of undertaking collective action for protecting and conserving the environment by adopting sustainable living habits.

Meri LiFE Mera Swachh Shehar campaign stirred a movement of millions of citizens across the country to achieve the goal of garbage-free cities. People from all walks of life including professionals, workers, students, SHG members and others came in large numbers to donate as well as volunteer at RRR (Reduce, Reuse, Recycle) centres set up nationwide. A variety of events like setting up RRR centres, making waste to wonder items and sculptures, RRR awareness campaigns, plantations, cleanliness drives were organised to celebrate the spirit of Swachhata.
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<th><strong>RRR CENTRES</strong></th>
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<td><strong>WASTE TO WONDER OR WEALTH ACTIVITIES</strong></td>
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From Ghaziabad to Tenali, from Chandigarh to Tambaram, from Lucknow to Navi Mumbai, from Aizawl to Ahmedabad, ULBs set up RRR Centres and held awareness programmes to galvanize citizen contributions in donating their waste items and handing them to someone in need. The conscious efforts of common people and volunteers alike fostered a sense of responsibility in residents towards the vision of Garbage-Free Cities (GFCs).
NORTH ZONE

UTTAR PRADESH

Ghaziabad

RRR Centres during campaign period: 48
Permanent RRR Centres: 5
Citizen participation (15th May -5th June): Approx. 26,000
Total Items Collected:
Used plastic items – Approx. 1300 Kgs
Old books – Approx. 9000 in nos.
Used clothes – Approx. 5700 Kgs
Footwear – Approx. 3500 in nos.

Lucknow

RRR Centres during campaign period: 110
Permanent RRR Centres: 110
Citizen participation (15th May -5th June): Approx. 20,000
Total Items Collected:
Used plastic items – Approx. 1500 kgs
Old books – Approx. 11000 in nos.
Used clothes – Approx. 4000 Kgs
Footwear – Approx. 3800 in nos.

HIMACHAL PRADESH

Manali

RRR Centres during campaign period: 2
Citizen participation (15th May -5th June): Approx. 100
Total Items Collected:
Old books – Approx. 15
Used clothes – Approx. 50 Kgs

Citizens get educated about the 3Rs at Manali’s RRR centre
**DELHI**

**NDMC**

RRR Centres during campaign period: **46**  
Permanent RRR Centres: **6**  
Citizen participation (15th May - 5th June): **55,000**  
Total Items Collected:  
Used plastic items – **109 Kgs**  
Old books – **483 in nos.**  
Used clothes – **848 Kgs**  
Footwear – **358 pairs**

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**MCD**

RRR Centres during campaign period: **53**  
Total Items Collected:  
Used Plastic Items - **604.5 kg**  
Old Books - **2539 in numbers + 26 Kgs**  
Used Clothes - **1047 kgs**  
Footwears - **515 in numbers & 7.5 kgs**

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**UTTARAKHAND**

**Dehradun**

RRR Centres during campaign period: **51**  
Permanent RRR Centres: **3**  
Citizen participation (15th May - 5th June): **Approx. 2,000**  
Total Items Collected:  
Used plastic items – **Approx. 100 kgs**  
Old books – **Approx. 200 in nos.**  
Used clothes – **Approx. 2000 Kgs**  
Footwear – **Approx. 100 in nos.**
WEST ZONE

MADHYA PRADESH

Indore

RRR Centres during campaign period: 62
Permanent RRR Centres: 23
Citizen participation (15th May - 5th June): Approx. 162003+

Total Items Collected:
Used plastic items – Approx. 56000 Kg
Old books – Approx. 44000 in Nos.
Used clothes – Approx. 67000 Kg
Footwear – 30781 in Nos.

GUJARAT

Ahmedabad

RRR Centres during campaign period: 22
Permanent RRR Centres: 7
Citizen participation (15th May -5th June): 9640

Total Items Collected:
Used plastic items – Approx. 1500 Kg
Old books – 1018 in Nos.
Used clothes – Approx. 1350 Kg
Footwear – 1104 in Nos.

MAHARASHTRA

Navi Mumbai

RRR Centres during campaign period: 92
Permanent RRR Centres: 92
Citizen participation (15th May -5th June): 3000+ approx.

Total Items Collected:
Used plastic items – 135 kg
Old books – 318 kg
Used clothes – 357 kg
Footwear – 97 kg
BIHAR
Patna

Women SHG workers at Pink RRR Centre in Patna

RRR Centres during campaign period: 69
Permanent RRR Centres: 9
Citizen participation (15th May -5th June): Approx.
Total Items Collected:
- Used plastic items – 2250 Kg
- Old books – 2351 kg
- Used clothes – 2242 kg
- Footwear – 2124 kg

JHARKHAND
Jamshedpur

Jamshedpur’s RRR Centre sees active citizen participation

RRR Centres during campaign period: 24
Permanent RRR Centres: 6
Citizen participation (15th May -5th June): Approx. 67000 plus
Total Items Collected:
- Used plastic items – Approx. 10,000 Kg
- Old books – Approx. 800 Kg
- Used clothes – Approx. 16000 Kg
- Footwear – 728 Kg

MIZORAM
Aizawl

At Aizawl’s RRR Centre, residents donate used items

RRR Centres during campaign period: 19
Permanent RRR Centres: In Progress
Citizen participation (15th May -5th June): 1623
Total Items Collected:
- Used plastic items – Approx. 472 Kg
- Old books – 7527 in Nos.
- Used clothes – 1728 Kg
- Footwear – 888 pairs in Nos.

MEGHALAYA
Williamnagar

Collection Centre at Meghalaya’s Williamnagar

RRR Centres during campaign period: 3
Citizen participation (15th May -5th June): Approx. 65
Total Items Collected:
- Used plastic items – Approx. 3 Kg
- Old books – Approx. 27 kg
- Used clothes – Approx. 178 Kg
- Footwear – Approx. 101 Kg
**TAMILNADU**

**Greater Chennai Corporation**

RRR Centres during campaign period: **200**  
Permanent RRR Centres: **4**  
Citizen participation (15th May -5th June): **Approx. 11374**  
Total Items Collected:  
Used plastic items – **Approx. 11000 Kg**  
Old books – **Approx. 4357 kg**  
Used clothes – **Approx. 48000 Kg**  
Footwear – **Approx. 15000 in Nos.**

Greater Chennai’s RRR Centre collects used items

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**KARNATAKA**

**Bruhat Bengaluru Mahanagara Palike**

RRR Centres during campaign period: **49**  
Permanent RRR Centres: **7**  
Citizen participation (15th May -5th June): **2300**  
Total Items Collected:  
Used plastic items – **Approx. 532 Kg**  
Old books – **Approx. 3323 in Nos.**  
Used clothes – **Approx. 1880 Kg**  
Footwear – **Approx. 463 in Nos.**
KERALA

Alappuzha

RRR Centres during campaign period: **52**
Permanent RRR Centres: **1**
Citizen participation (15th May -5th June): **Approx. 8,000**
Total Items Collected:
- Used plastic items – **Approx. 250 Kg**
- Old books – **Approx. 576 in Nos.**
- Used clothes – **Approx. 1500 Kg**
- Footwear – **Approx. 385 in Nos.**

TELANGANA

Karimnagar

RRR Centres during campaign period: **60**
Permanent RRR Centres: **5**
Citizen participation (15th May -5th June): **3198**
Total Items Collected:
- Used plastic items – **Approx. 1800 Kg**
- Old books – **1835 in Nos.**
- Used clothes – **Approx. 1600 Kg**
- Footwear – **Approx. 1500 in Nos.**

PUDUCHERRY

Pondicherry

RRR Centres during campaign period: **3**
Permanent RRR Centres: **1**
Citizen participation (15th May -5th June): **205**
Total Items Collected:
- Used plastic items – **Approx. 185 Kgs**
- Old books – **Approx. 53 Kgs**
- Used clothes – **Approx. 98 Kgs**
- Footwear – **210 Kgs**
Several ULBs also ran RRR Centres on wheels (waste collection vehicles) for door-to-door collection of waste items, especially to enable those who were unable to walk up to nearby RRR centres due to old age or other hinderances.
ULBs, SHGs and other organizations presented perfect examples of Waste to wonder and Waste to wealth initiative by creating structures, murals, artefacts and reusable products made out of waste items, which would otherwise be discarded at open public spaces.

Ahilyabai Holkar’s portrait made from waste clothes in Indore, MP

Eco-sustainable structure made from used pet bottles in Ghatkesar, Telangana

RRR Centre made from waste material in Pimpri Chinchwad, Maharashtra
FORWARD LINKAGES

Women SHG members make Waste to wealth cloth bags at RRR centres in Jamshedpur, Jharkhand

Women SHG members display different kinds of Waste to wealth items made by them at RRR centres in Patna, Bihar

Women SHG members stitching cloth bags from waste clothes at RRR centre in Arasikere, Karnataka

Cloth bag vending machine in Ibrahimpatnam, Telangana
FORWARD LINKAGES

Top: Cloth bags made from waste clothes distributed in Pebbair, Telangana while students paint discarded tyres at a park in Manesar, Haryana. Bottom: Students with their school models and projects made from waste items in Ranchi, Jharkhand
Working according to the ethos of the 3R principle, several open spaces in various cities and towns were also beautified and adorned with decorations, sculptures and structures made from waste items and transformed into landmarks.

Waste space underneath a flyover turned into a mini sports-complex in Ghaziabad, UP (left) and a ‘Butterfly Art Work’ made out of waste in Hubli Dharwad, Karnataka (right).

Public spaces and parks beautified in Bareilly, UP (left) and Dooru Verinag, J&K (right) with rides, slides and other installations made from waste items like tyres, steel pipes, discarded pet bottles and more.

Selfie points created by Municipal Corporations from disposable and unusable items. These selfie points were installed at prominent places across city spaces.
On the occasion of World Environment Day 2023, renowned sand artist Sudarsan Pattnaik created a turtle sculpture by using 2,320 plastic bottles with the message #BeatPlasticPollution at Puri Beach, Odisha.

Sand art to create awareness about Meri LiFE, Mera Swachh Shehar campaign in Kanpur, UP.

Waste to wonder structures and decorative items made from discarded material in Khanna ULB of Punjab.
Several Urban Local Bodies (ULBs) took their execution of the principles of 3Rs to an altogether different level by employing innovative RRR techniques and launching unique initiatives under their jurisdiction to encourage citizen participation, SHG & NGO engagement and create forward linkages during the 3-week campaign.

Artificial jewellery made from cloth waste donated at Katran Bank in Lucknow.

Ayurvedic medicines made from mango kernel (guthli) in Lucknow. The kernels were replanted as well.

People donating plastic get cloth bags in return in Khagol, Patna.

Door mats made from old waste sarees in Tambaram, Tamil Nadu.

Telangana inaugurated Rethink (Reduce Reuse Recycle Knowledge Hub), which would further act as hub to connect ULBs with recyclers, startups, MSMEs for sustaining the RRR campaign across all ULBs.
Needy kids receiving books and toys from RRR Centre in Agra.

Team Medininagar (Jharkhand) is repairing LED bulbs in 10 minutes for just Rs 10 to save energy and reduce waste.

1 Rupee Store’ in Chandigarh, where appliances and other items were sold for Re. 1.

Recycle Mart in Navi Mumbai, where people donated waste items and got points based on the value of the item. These points were redeemable for purchasing new items from D’Mart.

Municipal Corporation Chandigarh took a significant step by setting up a permanent RRR Centre.

RRR Centre in Karimnagar, Telangana provided used clothes to the ones needing them.
JAN ANDOLAN FOR CAMPAIGN AWARENESS

ULBs and Municipal Corporations engaged with NGOs, SHGs, Swachh Tulip interns, RWA members and citizen volunteers to spread the message of RRR and Mission LiFE through various campaigns, rallies and events across the nation and ensured widespread community mobilization for achieving the vision of Swachhata.

Common people alongside citizen volunteers, SHG members, NGOs, RWA members and others hit the streets and went door-to-door to spread the message of RRR and Swachhata
PLEDGE FOR LIFE

People from all walks of life vowed to adopt and inculcate environment-friendly habits by taking ‘Pledge for LiFE’

Residents, students, volunteers, SHG members among others take Pledge for LiFE in Ujjain, MP (left) and Pimpri Chinchwad, Maharashtra (right)

“I pledge to make any possible changes in my daily lifestyle to protect the environment. I commit to continuously remind my friends, family and others about the importance of environmentally friendly habits.

I pledge to serve as an example of how an environment-friendly lifestyle can positively impact people and our planet.”

'Lifestyle for the Environment' Pledge

Certificate

This is to certify that

Vivek

has taken the 'Lifestyle for the Environment' Pledge and committed himself/herself to consciously participate in taking up environmental lifestyle and inculcate long-term environment-friendly habits.

June, 13 2023
A nationwide citizen participation was witnessed on the occasion of the **World Environment Day** on 5th June 2023. People made significant contributions by taking part in various plantation and cleanliness drives undertaken across the country.

Citizens, women SHG members, corporation teams, students and other volunteers plant saplings in Assam and Dewas, MP and hold cleanliness drives in Kedarnath and beach cleaning in Karwar, Karnataka to celebrate the occasion of World Environment Day.
**IMPACT**

**RRR CENTRE**
Reduce. Reuse. Recycle
A Swachh Bharat Mission - Urban 2.0 Initiative

Total No. of RRR Centres: 20,084
- No. of Temporary RRR Centres: 15,719
- No. of Permanent RRR Centres: 4,365

**RRR PARTICIPANTS**
- Citizens Visiting RRR Centres: 1,181,395
- No. of Volunteers: 1,643,841

**ITEMS COLLECTED AT RRR CENTRES**
- Used Plastic (In Kg): 457,560
- Used Clothes (In Kg): 662,725
- Old Books Count: 464,879
- Footwear Pairs Count: 1,228,825
- Total Citizens Visiting RRR Centres: 1,643,841
अग्रणी समाज के आदर-प्रसन्न के लिए
नवनाम में खोले जा रहे आदर-अपार टर्ने
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अग्रणी समाज को दी गई

NMC’s RRR push ‘Reduce, Reuse,
Recycle’ at prahar levels begins

तीन आर्के में शहरी भारत को स्थलबन्धन का अभियान जारी

Mera Life, Mera Swachh Shehar campaign, RRR Centres activities in newspapers

कार्यों से बनाये जा रहे ‘वेस्ट े वेंश पार्क’

व्यवस्था एकत्र करने के लिए हर वार्षिक में बच्चों की आर सेंटर

रिसाइकलिंग, रिड्यूस, रीस्यू का महत्त्व
समझाने बनाए गए 10 ट्रिलियन आर सेंटर

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समझाने बनाए गए 10 ट्रिलियन आर सेंटर
SOCIAL MEDIA COVERAGE
Meri LiFE, Mera Swachh Shehar campaign, RRR Centres activities, plantation and cleanliness drives talked about on Twitter, Facebook, Instagram
FOR MORE INFORMATION ON SWACHH BHARAT MISSION

VISIT US:
- Facebook: Swachh Bharat Mission – Urban
- Instagram: sbmurbangov
- Twitter: @SwachhBharatGov
- YouTube: Swachh Bharat Urban
- LinkedIn: swachh-bharat-urban